

Lucky Strike

PROGRAM FORMAT

FOR SPORTS PROGRAMS, MUSIC
PROGRAMS, AND SPORTS & MUSIC

COLLEGE RADIO CORPORATION 14 West 45th Street, New York 36, N. Y., OXFORD 7-0890

Open with local announcer (live):

Welcome to Night Cap

(Name of program), PRESENTED BY LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER -- CLEANER, FRESHER, SMOOTHER -- THE CIGARETTE THAT GIVES YOU
FAR MORE SMOKING ENJOYMENT, PUFF AFTER PUFF, PACK AFTER PACK. SO, BE

HAPPY - GO LUCKY! AND NOW, (Name of program announcer).

10 2 records

After about 5 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*)) 35

10 3 records

or ~~3 records~~

After about 10 minutes, TRANSCRIBED COMMERCIAL (for proper band, see note (*)) 36

as many records as needed

After 14:15, close with local announcer (live):

~~continues music on WCSR~~ Night Cap
YOU HAVE BEEN LISTENING TO (Name of program) WITH (Name of program announcer),

BROUGHT TO YOU BY LUCKY STRIKE -- THE CIGARETTE THAT TASTES BETTER --

So
CLEANER, FRESHER, SMOOTHER. REMEMBER THAT, THE NEXT TIME YOU BUY CIGARETTES,
AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, MAKE YOUR NEXT CARTON
LUCKY STRIKE!

* Note: Rotate available transcribed commercials in order (Band 1 for the 1st commercial on the first program of the year, Band 2 for the 2nd commercial on the first program, Band 3 for the 1st commercial on the second program, Band 4 for the 2nd commercial on the second program, and so on thru Band 43. After playing Band 43, begin again with Band 1.)

Use only commercials from the blue-label discs marked "Permanent" (Numbered NE4-QM-8308, NE4-QM-8309, NE4-QM-8310-2, NE4-QM-8311, NE4-QM-8312-2, and NE4-QM-8313-2).

LUCKY STRIKE

PROGRAM FORMAT

COLLEGE RADIO CORPORATION 14 West 45th Street, New York 36, N.Y. OXford 2-0880

Open with 10 sec. announcement (live):

(Name of station) PRESENTS THE LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER - CLEANER, SMOOTHER, SMOOTHEST - THE CIGARETTE THAT GIVES YOU

1/2 MORE SMOKING ENJOYMENT, FILTER PACK, PACK FILTER PACK, 20, 35

HUWA - CO LUCKY THE WIZ, (Name of station - announcement)

After about 5 minutes, PLACEMENT COMMERCIAL (for spots page, see note (*))

(*) After about 10 minutes, PLACEMENT COMMERCIAL (for spots page, see note (*))

After 1 min. closing, close with 10 sec. announcement (live):

(Name of station) PRESENTS THE LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER - CLEANER, SMOOTHER, SMOOTHEST - THE CIGARETTE THAT GIVES YOU

CLEANER, SMOOTHER, SMOOTHEST THAT THE NEXT TIME YOU BUY CIGARETTES

AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, NAME YOUR NEXT CIGAR

LUCKY STRIKE

for 10 sec. (Name of station) PRESENTS THE LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER - CLEANER, SMOOTHER, SMOOTHEST - THE CIGARETTE THAT GIVES YOU

CLEANER, SMOOTHER, SMOOTHEST THAT THE NEXT TIME YOU BUY CIGARETTES

AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, NAME YOUR NEXT CIGAR

LUCKY STRIKE

for 10 sec. (Name of station) PRESENTS THE LUCKY STRIKE, THE CIGARETTE THAT TASTES

BETTER - CLEANER, SMOOTHER, SMOOTHEST - THE CIGARETTE THAT GIVES YOU

CLEANER, SMOOTHER, SMOOTHEST THAT THE NEXT TIME YOU BUY CIGARETTES

AND FOR MORE REAL DEEP-DOWN SMOKING ENJOYMENT, NAME YOUR NEXT CIGAR

LUCKY STRIKE